What is claimed is:

1. A method for authenticating a request for data on a network having at least one user computer and one provider computer, wherein the request for data is preceded by the distribution of a data interface to the user computer from a data interface provider, comprising:

creating identifying indicia upon the transmission of the data interface to the user computer, wherein the identifying indicia comprises a first user code;

associating the identifying indicia with the data interface;

transmitting a request from the user computer for the data identified in the data interface to the provider computer;

transmitting a second user code to the provider computer from the user computer;

transmitting the identifying indicia to the provider computer; and

determining the authenticity of the data request from the user.

2. A method as claimed in claim 1, wherein determining the authenticity of the data request further comprises comparing the identifying indicia and second user code.

3. A method as claimed in claim 1, further comprising assigning a provider interface code to the data interface provider.

4. A method as claimed in claim 3, wherein the creating of the identifying indicia comprises dynamically generating the first user code and combining the first user code and provider interface code.

5. A method as claimed in claim 1, wherein the user computer and provider computers operate in accordance with transmission protocols,

and further comprising dynamically generating the second user code via the transmission protocols.

6. A method as claimed in claim 1, further comprising:

comparing, on the provider computer, a portion of the identifying indicia with the second user code to determine a degree of match; and

providing, from the provider computer, information regarding the degree of match determined by comparing the portion of the identifying indicia and second user code.

7. A system for authenticating a request for data on a network having at least one user computer and one data provider computer, wherein the request for data is preceded by the distribution of a data interface to the user computer from a data interface provider, comprising:

a data interface provider computer, wherein the data interface provider computer provides the data interface to the user's computer;

an identifying indicia generator; and

a plurality of databases; and

wherein the identifying indicia generator generates a confirmation code comprising:

a first user code, wherein the first user code is dynamically generated upon the transmission of the data interface to the user computer; and

a data interface provider code, wherein the data interface provider code is preassigned to the data interface provider.

8. A system as claimed in 7, further comprising means for comparing the first user code and a second user code, wherein the second user code is dynamically generated by the user computer.

9. A method for authenticating the distribution of an advertisement for data and a request for the data in response to the advertisement on a network having at least one user computer and one provider computer, wherein the response to the advertisement is preceded by the distribution of the advertisement to the user computer from an advertiser, comprising:

creating a confirmation code upon the transmission of the advertisement to the user computer; wherein the confirmation code comprises a first user code;

associating the confirmation code with the advertisement;

transmitting a request from the user computer for the data identified in the advertisement to the provider computer;

transmitting a second user code generated by the transmission protocols to the provider computer;

transmitting the confirmation code to the provider computer;

determining the authenticity of the data request from the user.

10. A method as claimed in claim 9, wherein determining the authenticity of the data request further comprises comparing a portion of the identifying indicia and the second user code.

11. A method as claimed in claim 9, further comprising assigning an advertiser code to an advertiser.

12. A method as claimed in 11, wherein the creating of a confirmation code comprises dynamically generating the first user code and combining the first user code and advertiser code.

13. A method as claimed in 11, further comprising storing the advertiser code in a database in association with the advertiser.